

Safely Reopening Your Business

Toolkit and Guidelines for
Retail Owners and Managers



OPEN

SHOP



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Questions This Document Should Answer

1. What am I expected to do as a business owner to instruct and guide my customers and employees?
2. What can I do to get my employees safely back to work and ensure their continued safety?
3. How can I instill confidence in my customers?

Symptoms of COVID-19

Watch for Symptoms

People with COVID-19 have had a wide range of symptoms reported — ranging from mild symptoms to severe illness.

Symptoms may appear 2-14 days after exposure to the virus.

People with these symptoms may have COVID-19:

- Cough
- Shortness of breath or difficulty breathing
- Fever
- Chills
- Muscle pain
- Sore throat
- New loss of taste or smell

Children have similar symptoms to adults and generally have mild illness.

This list is not all inclusive. Other less common symptoms have been reported, including gastrointestinal symptoms like nausea, vomiting or diarrhea.

When to Seek Emergency Medical Attention

Look for **emergency warning signs*** for COVID-19. If someone is showing any of these signs, **seek emergency medical care immediately.**

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion
- Inability to wake or stay awake
- Bluish lips or face

**This list is not all possible symptoms. Please call your medical provider for any other symptoms that are severe or concerning to you.*

Call 911 or call ahead to your local emergency facility: Notify the operator that you are seeking care for someone who has or may have COVID-19.



Complying with COVID-19 Safety Requirements

1. General Guidelines
2. Emergency Maximum Occupancy
How to Compute and Post Notice
3. Social Distance Markings
Distance, Location and Enforcement
4. Cleaning and Disinfection Guidance
 - Where, How to Accomplish and How Frequent
 - What Areas Need Disinfectants vs. Sanitizers
5. Methods to Reduce and Mitigate Transmission
 - Top 10 Tips to Protect Employee Health
 - Washing Hands and Face Masks

Complying with COVID-19 Safety Requirements

General Guidelines

1. Provide clear **guidelines and communications** for customers and employees
2. Train your employees on **safe practices**
3. Have **clear signage** about social distancing and expectations
4. Instruct **employees with symptoms** to stay home
5. Establish **workplace controls** to reduce contact and prevent transmission
6. Follow **guidelines** in [Executive Order 131](#) for retail businesses



Complying with COVID-19 Safety Requirements



Emergency Maximum Occupancy How to Compute and Post

- Effective Friday, May 8th at 5:00 p.m. customer capacity cannot exceed 50% of stated fire capacity OR 12 customers for every 1,000 sq. ft. of the total square footage (including non-customer facing portions)
- Local governments cannot set different requirements for the maximum occupancy standard of retail establishments
- Maximum occupancy should provide that customers can stay 6 feet apart — even if it requires a reduction in maximum occupancy below the 50% or 12 customers for every 1,000 sq. ft.

[Executive Order 131](#)

Complying with COVID-19 Safety Requirements

Social Distance Markings

Distance, Location and Enforcement

- Six-foot delineations at point-of-sale and other high traffic areas to ensure social distancing is maintained ([Executive Order 131](#))
- Six-foot delineations outside of retail establishments if customers will need to wait outside because of compliance with maximum occupancy or due to curb-side pick up of product
- Signage requesting customers to not enter the retail location if they have symptoms and requesting customers to maintain social distancing while shopping
- **Enforcement of guidelines among customers and employees is the most crucial aspect of maintaining health and well-being**
- When it is determined by the business that proper social distancing cannot be maintained, local health professionals strongly recommend employees and customers should wear a face masks



Complying with COVID-19 Safety Requirements

Cleaning and Disinfection

Where, How to Accomplish and How Frequent

1 Develop Your Plan

DETERMINE WHAT NEEDS TO BE CLEANED. Areas unoccupied for 7 or more days need only routine cleaning. Maintain existing cleaning practices for outdoor areas.

DETERMINE HOW AREAS WILL BE DISINFECTED. Consider the type of surface and how often the surface is touched. Prioritize disinfecting frequently touched surfaces.

CONSIDER THE RESOURCES AND EQUIPMENT NEEDED. Keep in mind the availability of cleaning products and personal protective equipment (PPE) appropriate for cleaners and disinfectants.

2 Implement

CLEAN VISIBLY DIRTY SURFACES WITH SOAP AND WATER prior to disinfection.

USE THE APPROPRIATE CLEANING OR DISINFECTANT PRODUCT. Use an EPA-approved disinfectant against COVID-19 and read the label to make sure it meets your needs.

ALWAYS FOLLOW THE DIRECTIONS ON THE LABEL. The label will include safety information and application instructions. Keep disinfectants out of the reach of children.

3 Maintain and Revise

CONTINUE ROUTINE CLEANING AND DISINFECTION. Continue or revise your plan based upon appropriate disinfectant and PPE availability. Dirty surfaces should be cleaned with soap and water prior to disinfection. Routinely disinfect frequently touched surfaces at least daily.

MAINTAIN SAFE PRACTICES such as frequent handwashing, using cloth face coverings, and staying home if you are sick.

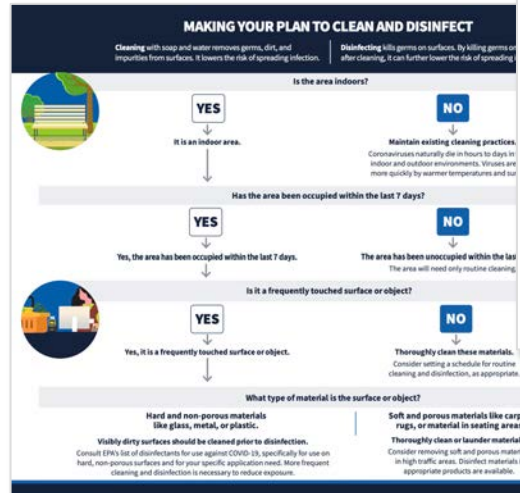
CONTINUE PRACTICES THAT REDUCE THE POTENTIAL FOR EXPOSURE. Maintain social distancing, staying six feet away from others. Reduce sharing of common spaces and frequently touched objects.

Complying with COVID-19 Safety Requirements

Cleaning and Disinfection

What Areas Need Disinfectants vs. Sanitizers

- Cleaning and disinfecting work together
- Exclude areas outdoors
- Not all chemicals are the same
- Availability is an issue
- Sanitize food contact



[DOWNLOAD](#)

[DOWNLOAD](#)



Complying with COVID-19 Safety Requirements



Methods to Reduce and Mitigate Transmission

Top 10 Tips to Protect Employee Health

1. Actively encourage sick employees to stay home.
2. Develop other flexible policies for scheduling and telework (if feasible) and create leave policies.
3. Promote etiquette for coughing and sneezing and handwashing.
4. Perform routine environmental cleaning.
5. Provide education and training materials.
6. Have conversations with employees about their concerns.
7. Talk with companies that provide your business with contract or temporary employees about their plans.
8. Plan to implement practices to minimize face-to-face contact between employees.
9. Consider the need for travel and explore alternatives.
10. If an employee becomes sick while at work, they should be sent home immediately.



[DOWNLOAD](#)

Complying with COVID-19 Safety Requirements

Methods to Reduce and Mitigate Transmission

Washing Hands and Face Masks

1. Washing your hands is the simplest, most effective way to slow the spread and protect yourself and others.
2. The Centers for Disease Control and Prevention (CDC) recommends wearing face masks when in public settings where social distancing may be difficult.
3. Surgical masks and N-95 respirators are still critically needed for healthcare workers. Cloth masks help conserve those supplies.
4. Cloth face coverings should:
 - Fit snugly but comfortably against the sides of the face
 - Cover both the mouth and nose
 - Be secured with ties or ear loops
 - Include multiple layers of fabric
 - Allow for unrestricted breathing
 - Be able to be laundered without damage or change to shape
5. When removing your mask, be careful not to touch your eyes, nose or mouth. Wash your hands immediately after removing your mask. Do not take your mask on and off while it's in use.
6. Cloth masks should be washed regularly, depending on how often you use them. Simply toss your mask in a washing machine to clean it.

This is from the Novant Health.



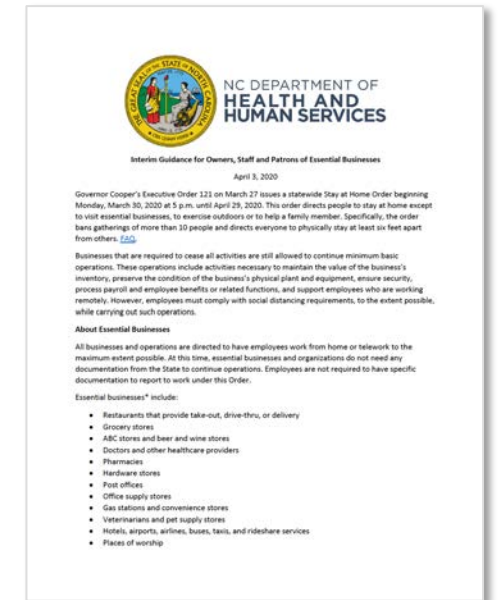
Training Employees for COVID-19 Response

General Tips

Review Governor Cooper's [Executive Order 131](#) dated April 9, 2020 for a general context of what applies to your business.

Review and apply [Guidelines for Conducting Essential Business](#).

1. Make a plan for stay-at-home and returning employees; consider employees at a higher risk of complications from COVID-19
2. Establish open and clear communications
3. Take common sense prevention measures
4. Practice and enforce social distancing, minimum 6-feet and provide room for outdoor lines
5. Cancel or postpone events depending on size and duration
6. Support from Local Health Department



[DOWNLOAD](#)

Training Employees for COVID-19 Response



Good Business Requires Certainty and a Balanced Approach

- Links to mobile training resources will be rolled out in the next few days.
- Purpose and objective is to protect employees, manage costs and instill confidence in customers.
- The CDC and Occupational Safety and Health Act (OSHA) have good resources for assessing risk and developing guidelines for training and instruction of employees as part of the COVID- 19 response.
- Similar quotes from Governor Cooper and local government officials: “North Carolina cannot stay at home indefinitely” and “We have to get people back to work”.




Building Confidence and Credibility for Your Customers

- | BUSINESS PANDEMIC INFLUENZA PLANNING CHECKLIST | | |
|---|--------------------------|--------------------------|
| <p>In the event of pandemic influenza, businesses will plan a key role in protecting employees' health and safety as well as reducing the negative impact to the economy and society. Planning for pandemic influenza is critical to your business. The Department of Health and Human Services (HHS) and the Centers for Disease Control and Prevention (CDC) have developed the following checklist for large businesses. It identifies important, specific activities large businesses can do now to prepare, study of which will also help you in other emergencies. Further information can be found at www.pandemic.gov and www.bls.gov/govaffairs.</p> | | |
| 1.1 Plan for the impact of a pandemic on your business: | | |
| Complete | In Progress | Not Started |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Identify a pandemic, coordinate overall business with defined roles and responsibilities for preparedness and response planning. The planning process should include input from labor representatives. | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Identify critical employees and other critical jobs (e.g. retail, suppliers, sub-contractor services) and prepare to implement contingency plans for these employees by location and function in advance of a pandemic. | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Train and prepare auxiliary workforce (e.g. contractors, employees on other job assignments, etc.) | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Develop and plan for scenarios likely to result in an increase or decrease in demand for your products and/or services during a pandemic (e.g. effect of restriction on mass gatherings, need for hygiene supplies). | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Determine potential impact of a pandemic on company business financially using multiple possible scenarios that affect different products from either production side. | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Determine potential impact of a pandemic on business related demand and international travel (e.g. quarantine, border closures). | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Find up-to-date, reliable pandemic information from community public health, emergency management and other sources and make sustainable links. | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Establish communication channels and crisis communication protocols. This plan includes identification of key contacts (with back ups), chain of command including suppliers, employees and customers, and processes for tracking and communicating business and employee status. | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Implement an exercise/simulation to test your plan, and revise periodically. | | |
| 1.2 Plan for the impact of a pandemic on your employees and customers: | | |
| Complete | In Progress | Not Started |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Forecast and allow for employee absences during a pandemic due to factors such as personal illness, family member illness, community containment measures and quarantine, school and/or business closures, and public transportation closures. | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Implement guidelines to modify the frequency and type of face-to-face contact (e.g. hand-shaking, waiting in line, meetings, etc.) to reduce face-to-face contact among employees and between employees and customers (refer to CDC recommendations). | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Encourage and track annual influenza vaccination for employees. | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Evaluate employee access to and availability of healthcare services during a pandemic, and improve services as needed. | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Evaluate employee access to and availability of mental health and social services during a pandemic, including corporate, community, and faith-based resources, and improve services as needed. | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Identify employees and key customers with special needs, and incorporate the requirements of such persons into your preparedness plan. | | |

December 8, 2009

Version 1.0



Share facts about COVID-19

Know the facts about coronavirus (COVID-19) and help stop the spread of rumors.

FACT 1

Diseases can make anyone sick regardless of their race or ethnicity.

Fear and anxiety about COVID-19 can cause people to avoid or reject others even though they are not at risk for spreading the virus.

FACT 2

For most people, the immediate risk of becoming seriously ill from the virus that causes COVID-19 is thought to be low.

Older adults and people of any age who have serious underlying medical conditions may be at higher risk for more serious complications from COVID-19.

FACT 3

Someone who has completed quarantine or has been released from isolation does not pose a risk of infection to other people.

For up-to-date information, visit CDC's coronavirus disease 2019 web page.

FACT 4

There are simple things you can do to help keep yourself and others healthy.

- Wash your hands often with soap and water for at least 20 seconds, especially after blowing your nose, coughing, or sneezing; going to the bathroom; and before eating or preparing food.
- When in public, wear a cloth face covering that covers your mouth and nose.
- Avoid touching your eyes, nose, and mouth with unwashed hands.
- Stay home when you are sick.
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash.

FACT 5


You can help stop COVID-19 by knowing the signs and symptoms, which can include:

- Fever
- Cough
- Shortness of breath

Seek medical attention immediately if you or someone you love has emergency warning signs, including:

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion or not able to be woken
- Bluish lips or face

This list is not all inclusive. Please consult your medical provider for any other symptoms that are severe or concerning.



[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

GUIDANCE FOR EMPLOYERS

TO PLAN AND RESPOND TO CORONAVIRUS (COVID-19)


The following guidance may help prevent workplace exposures to acute respiratory illnesses, including the coronavirus, in non-healthcare settings. The guidance also provides planning considerations if there are more widespread, community outbreaks of the coronavirus from the Centers for Disease Control and Prevention (CDC). This guidance is based on information shared with the *Emerging Diseases 2019 (EDS2019)* Consortium.

All employers should be ready to implement strategies to protect their workforce from the coronavirus while ensuring continuity of operations. As with all diseases, sick employees should stay home and away from the workplace, use cough and sneeze etiquette, frequently clean hands with soap and water, and routinely clean commonly touched surfaces.

TIPS FOR PREVENTING THE SPREAD OF THE CORONAVIRUS AT WORK FROM THE CDC
Source: <https://www.cdc.gov/coronavirus/2019-nCoV/specific-groups/guidance-business-response.html>

IN ADVANCE OF EMPLOYED SICKING OUT

- Determine whether face working is an option. Review human resources policies and explore whether you can establish policies and practices, such as flexible workdays (i.e., teleworking and flexible work hours. Supervisors should advise employees that if they become sick they should be treated instead of coming to the workplace until symptoms are completely resolved.
- Create an employee communication plan. Establish a process to communicate the latest coronavirus information and business guidelines (update the U.S. Chamber of Commerce's coronavirus (COVID-19) Workplace Tips For Employers). Anticipate employee fear, anxiety, rumors, and disinformation, and plan communications accordingly.
- Consider how to handle visits to classrooms. In some communities, early childhood programs and K-12 schools may be dismissed, particularly if coronavirus suspects. Determine how you will respond if absenteeism spikes from increases in sick employees, those who stay home to care for sick family members, and those who must leave home to watch their children if dismissed from school.
- Coordinate with state and local health officials. Coordination with state and local health officials is strongly encouraged for all businesses as timely and accurate information can guide appropriate responses in each location where their operations reside. Coordinate intensify if an outbreak may offer different to geographic location, local health officials will be issuing guidance specific to their communities. Also, employers should take the time to see how close to place in each community where they have business by contacting their local public health department.
- Make a business continuity plan: be prepared to change your business practices if needed to maintain critical operations (e.g., identify alternative suppliers, prioritize customers, consider digital meetings, or temporarily suspend sales of your operations if needed).

 U.S. CHAMBER OF COMMERCE FOUNDATION

For more information about the coronavirus, please visit the CDC website at [cdc.gov](https://www.cdc.gov)

March 16, 2020

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Finding Practical Assistance

1. Ready-to-print Covid-19 business operations signs
2. Personal protective equipment (PPE) and support equipment
3. Workplace resource links



[DOWNLOAD](#)

Finding Practical Assistance

Ready-to-Print Signage

These signs were created for all businesses to use at their locations to address much of the Covid-19 messaging needed for their customers.

[Click here for access to signage in additional languages.](#)



[DOWNLOAD](#)



[DOWNLOAD](#)



[DOWNLOAD](#)



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[DOWNLOAD](#)



[DOWNLOAD](#)

Finding Practical Assistance



PPE and Support Equipment

Where to Find it

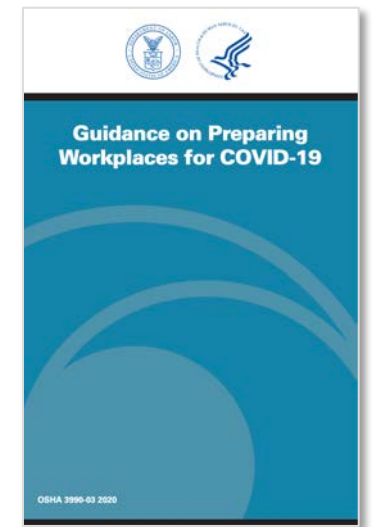
- An adequate supply of Personal Protective Equipment (PPE) has become challenging for many businesses.
- The Charlotte Regional Business Alliance is setting up a site to match the needs of local businesses to sources of supply.
- This site will be launched in the near future once beta testing is complete.

Finding Practical Assistance



Workplace Resources Additional Information Links

- Mecklenburg County [Key Messages for Print and Social Media](#)
- North Carolina Department of Health and Human Service (DHHS) [Resources for Businesses and Employers](#)
- CDC [Resources for Business and Workplaces](#)
- CDC Plan, Prepare and Respond [Guidance Documents](#)
- OSHA [Guidance for Preparing Workplaces for COVID-19](#)
- Atrium Health [COVID-Safe for Employers Solutions](#)
- Eradication Services [North Carolina](#)
- Eradication Services [South Carolina](#)



[DOWNLOAD](#)

Appendix

1. Additional Covid-19 Information
2. Local Printer Contacts
3. Reopening Readiness: Signage Considerations
4. Infographics and Signage Catalog

Additional Covid-19 Information

Atrium Health Unveils COVID-Safe for Employers Getting Organizations Ready to Return to Work Safely



- Provide invaluable worksite guidance, protocols, screening and testing related to a COVID-Safe environment
- Assist employers with determining safe re-entry plans for their teams
- Partner with a trusted source of clinical information, with symptom tracking and antibody testing



Local Printer Contacts



Infographics and Signage Local Printer Links

Contact these local printers if your business needs to produce signage and/or floor decals.

- [AlphaGraphics CLT](#)
- [Bouley Printing](#)
- [Heritage Printing & Graphics](#)
- [ITEK Graphics](#)
- [Lincoln Printing Service](#)
- [QC Print Solutions](#)

Covid-19 Safety Catalog*



Infographics and Signage Reopening Readiness

The following catalog of Covid-19 graphics was prepared to help businesses ensure a safe transition back into the workplace. Keep in mind of all the possible areas that may need safety signage.

- Parking decks
- Elevators
- Lobbies and entrances
- Sitting areas
- Conference rooms
- Workstations
- Bathrooms
- Breakrooms
- Common Areas

**A special thanks to 360° Creative Solutions Group for providing the following catalog as reference.*

SOCIAL DISTANCING - FLOOR DECALS

GRAPHICS

F.01



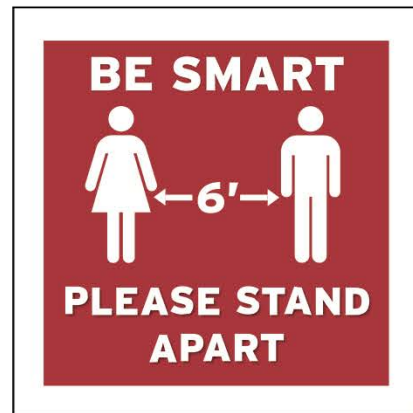
F.02



F.03



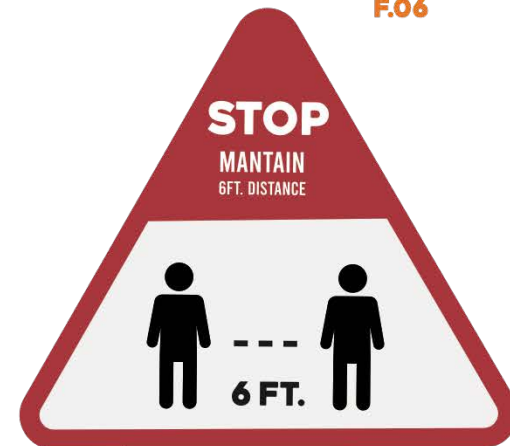
F.04



F.05



F.06



Standard Sizes

12 X 12 18 X 18

24 X 24 36 x 36 Custom sizes available

HAND WASHING GRAPHICS

H.01



H.02



H.03



H.04



H.05



H.06



H.07



H.08



Standard Sizes
8.5 X 11 17 X 22
Custom sizes available

RESTRICTED ACCESS GRAPHICS

R.01



R.02



R.03



R.04



R.05



R.05



Standard Sizes
8.5 X 11 17 X 22
Custom sizes available

CUSTOM BRANDED - INFORMATIONAL BANNERS

Multiuse graphics of basic COVID-19 preventive information, fully customizable

CIB.01

**STOP
THE
SPREAD**

YOUR LOGO HERE



**KEEP SOCIAL
6FT DISTANCE**



**WASH YOUR
HANDS FOR
20 SECONDS**



**IF YOU CAN
STAY SAFE
AT HOME**



**WEAR A
MASK OUTSIDE**

CIB.02

YOUR LOGO HERE

#WE'REINTHISTOGETHER



**KEEP MINIMUM
6FT DISTANCE**



**WASH YOUR
HANDS OFTEN
FOR 20 SECONDS**



**STAY SAFE
STAY HOME**



**WEAR A MASK
WHEN GOING
OUTSIDE**

HARDWARE SOLUTIONS

Shields

360 CUSTOM PROTECTIVE SHIELDS

Flatten the curve.

Protect your customers and employees with custom protective shields.

Add custom graphics. Choose from the standard 24 x 36 or ask us about custom size options.

